



Highlands Business Partnership

2012

Annual Report

2012 Officers of the Corporation

Board Members	Business/ Affiliation	Resident/ CPO/BO	Board Assignment	Term
1. Carla Cefalo-Braswell President	ShoreGrafx	Resident CPO	Executive Committee Chair – Events Co- Marketing/Comm	2011 - 2014
2. Jay Cosgrove, VP	Bahrs Restaurant	CPO	Executive Committee Chair – Events Co- Marketing/Comm Bridge – DOT Liaison	2012 - 2015
3. William Weber, Treasurer	Navoo Cottages	CPO	Executive Committee	Hold Over - 2010
4. Rafaella Lee, Secretary	Gateway View Apartments	Resident CPO	Executive Committee	2009 - 2012
5. Jim Bollerman	Sandy Hook Bay Marina	BO	Economic Development Committee	2011 - 2014
6. Nancy Burton	In the Garden	Resident BO	Visual Improvement Committee	2009 - 2012
7. Leo Cervantes	Chilangos Restaurant	Resident BO	Marketing & Events Committee	2009 - 2012
8. Larry Colby	Colby Plumbing	Resident BO	Economic Development Committee	2011 - 2014
9. Jim Filip	Doris & Eds	Resident BO	Co-Chair Economic Development Committee	2012 - 2015
10. Douglas Lentz	Inlet Cafe	Resident BO	Marketing & Events Committee	2012 - 2015
11. Ara Jamgochian	Claddagh	CPO		2012 - 2015
12. Margot Takian	Duane Realty	CPO	Marketing & Events Committee	2011 - 2014
13. Councilwoman Rebecca Kane	Council Rep		Executive Committee	2012
14. Councilman Kevin Redmond	Planning Rep		Economic Development Committee	2012
15. Kevin Connelly	Resident	Resident	Economic Development Committee	2012

Highlands Business Partnership Board of Directors

The HBP Board of Directors provides leadership, oversight and financial control of the operations of the corporation, Highlands Business Partnership. The 13th year, 2012 assessment budget approved by the Board of Directors and submitted to the Council on January 18, 2012 was for \$35,000. The HBP by-laws are posted on www.highlandsnj.com/hbp. The by-laws call for thirteen (13) voting and two (2) non-voting members, however we have fifteen (15) voting and two (2) non-voting for 2012. The fifteen (15) voting members consist of six (6) commercial property owners, six (6) business operators and one (1) voting resident that comprise the HBP Board of Directors. There are two (2) voting members appointed by the Mayor, one (1) Council Liaison and one (1) member of the Planning Board. Councilwoman Kane was appointed as the Council Liaison and Councilman Kevin Redmond served as the Planning Board Liaison for 2012.

13th Year Objectives:

- o Develop, implement and expand regional image of Destination Highlands.
- o Seek and apply for marketing Grants.
- o Expand St. Pat's budget with fundraising activities.
- o Create new 2012 – 2013 Visitor Guide embellishing on local resources.
- o Advertise in Visit Monmouth, NJ Shore Guide monthly and solicit other affordable ads.
- o Expand sponsorship opportunities with local corporations.
- o Maintain event calendar to include St. Pat's Parade, Seaport Craft Show, Clam Fest, Twin Lights Bike Ride, Oktoberfest and Holiday event.
- o Added the Taste of Highlands event in coordination with HPD.
- o Attend other Annual regional events for marketing opportunities to promote Highlands.
- o Advertising and/or barter with Seastreak.
- o Complete Miller Hill Phase III plantings.
- o Implement a part time seasonal maintenance program between Memorial Day and Labor Day with a focus on Bay Ave.
- o Continue to partner with Borough officials to clean up Bay Avenue
- o Seek Arts funding to Implement Murals/Art throughout the community.
- o Complete zoning recommendations with the borough to use as recruitment tool.

During the thirteenth year of operation the primary objectives include:

- o Encourage a fast track process with Borough Officials to attract investment.
- o Implement placement of a business directory kiosk for visitors.
- o Expanded Ad Campaign to include spring, summer fall and winter
- o Expand image, brand identity, and slogan to promote Highlands as a regional waterfront destination.
- o Expand Billboard Campaign
- o Ribbon Cuttings and Welcome Packets for new businesses.
- o Solicit Grants and Sponsorship to enhance improvements and programs.
- o Expand Shop Local Program to Monthly
- o Public Area Improvements work with Clean Communities Coordinator for Spring Cleaning
- o Expand Winter Holiday decorations, Christmas Spectacular tree, Huddy, Highway sign and planters.
- o Maintain Way Finding System.
- o Continue to work together and build consensus for business growth and expansion that is business friendly and is consistent with Borough's Master Plan.
- o Recommendations Report to Borough for current zoning to be more conducive to attracting investment.

2012 Officers of the Corporation:

Carla Cefalo-Braswell, President; Jay Cosgrove, Vice President; William Weber, Treasurer; Rafaella Lee, Secretary. The Officers serve according to the bylaws and form the Executive Committee of the corporation providing the overall management of the corporation and oversight decision-making body on behalf of the Board of Directors. These Executive Committee members also serve as Board members and answer to the Board of Directors. In 2012, the Executive committee included committee chairs Jim Filip (ED), Jim Bollerman, Co Chair (ED) and Nancy Thomas (VIC). Members of the district, according to the HBP By-Laws, elect HBP Board members that have expiring terms annually. Board seats that become vacant prior to the end of the expiration of the term are filled by Board action at regular or special meetings. Mayor annually at reorganization appoints two positions. Highlands has a unique situation, where a majority of the Board Members are residents. Resident stakeholders, who are also commercial investors, enhance the level of commitment to improve Highlands. These board members maintain residency in the community where they have invested in their commercial businesses. This unique dual stakeholder brings a broader perspective to the decision-making process to improve Highlands.

Non-Voting Board Members:

These members bring institutional and corporate private-sector talent and resources to the Board. These members should bring an added outside viewpoint to the board that assists in their decision-making process. Paul Morris, Executive Director of the Northern Monmouth Chamber of Commerce and Roberta Sheridan, JCP&L currently serves in 2012.

Highlands Business Partnership Administration:

Legal publication notices, as outlined in the state statute for BIDs, announced the HBP meeting schedule for three regular meetings and one annual meeting in 2012.

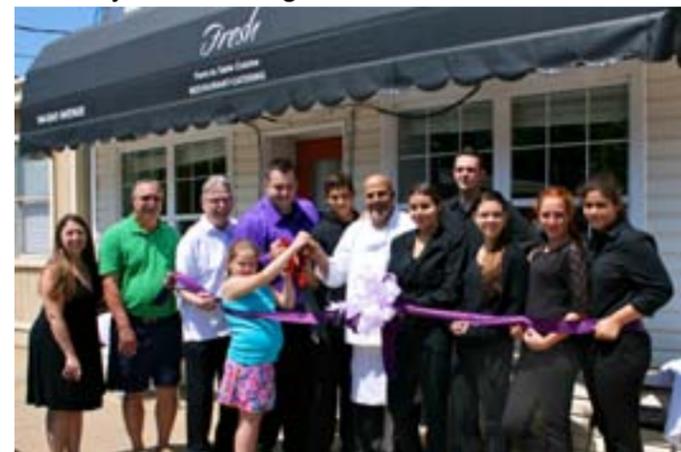
State of New Jersey filing fee, Corporate Filings, dues for Memberships in various organizations, postage, stationery, educational conferences were administrative expense line items. As required by the state statute, the Churchin Group will complete a certified audit for 2012. The Audit was filed with the Department of Community Affairs, Division of Local Government Services, and Borough of Highlands and remains with HBP corporate records. Charitable Registration was completed for HBP 2012. HBP Insurance is provided through a partnership with the Borough

Highlands New Businesses In 2012

The following new businesses have received welcome packages. Some Ribbon Cuttings were postponed due to Hurricane Irene and Super Storm Sandy and will be organized in the future.

The Chubby Pickle
Gert's Snacks and Spices

FRESH - July 22, 2012
144 Bay Avenue, Highlands, NJ



Committee Chairs:

Board Members Jim Fillip, Carla Cefalo-Braswell, Jim Bollerman, Rafaella Lee, Jay Cosgrove, and Nancy Burton took leadership roles to Chair and Co-Chair HBP Committees. Committee chairs, which also serve as Board members, direct HBP activities that promote the objectives of the Board.

and the Monmouth JIF, Joint Insurance Fund. Diane Keaveny worked from January 2012 until February 3, 2012, on an as-needed basis and provided temporary administrative support. On February 13, 2012 she became a part time employee, working 25 hours per week. HBP Board President maintained the event calendar on a volunteer basis with support from many volunteers.

The HBP phone# is (732) 291-4713 and Fax# is 732-872-1031. HBP has an account with Verizon for their Phone and fax#. HBP pays JCP&L for their electric meter usage. Checks are made payable directly to JCP&L from a detailed invoice. Carla Cefalo-Braswell and Ken Braswell provide HBP free use of office space, Internet and computer equipment.

Fresh
Chris Grover purchased the Hardware store.

The Chubby Pickle - Feb. 12, 2012
23 Bay Avenue, Highlands, NJ



Highlands In A State of Emergency:

The Highlands Business community was severely impacted by Super Storm Sandy on October 28, 2012. Many businesses and residential homes were devastated and had to rebuild or repair, many after repairing in 2011 from Hurricane Irene. HBP worked closely with the Governor's Office of Volunteerism to coordinate over 100 volunteers from NY, NJ & CT that provided cleaning and demolition services for business owners after the storm struck. Many were skilled workers and many businesses benefited. The HBP assisted members with resources to rebuild, restore and reopen. Two concerts were held in November to raise money and awareness for Highlands, one in Huddy Park and a second in the Seastreak lot. HBP established the name Hope For Highlands suggested by Council Liaison Rebecca Kane. The bank account was opened with approximately \$7,000 in donations from the first concert in Huddy Park. The second concert at Seastreak organized by resident Rick Korn raised approximately \$30,000. At the November HBP Board Meeting, the Directors voted to appoint an independent committee of non-board members

and also adopted a Material Grant Program role-modeled after a NJ State, Department of Community Affairs program to be used to distribute the funds. There were strict stipulations established to prevent fraud. Templates were obtained from the DCA program to be used by the committee. Ken Braswell of Shoregrafx donated a website for Hope for Highlands and established an online donation system using PayPal. Additional revenues from private donors were received daily both on-line and through US Mail. Additional revenues were generated through donated T-Shirt Sales at the Seasreak Concert. The Hope for Highlands committee consists of Rick Korn, Committee Chair, Rosemary Ryan, Co-Chair, Tim Hill, Borough Administrator, Rachel Stockton, Resident and HES School Teacher and Karen Taylor, CPA. The committee met weekly and kept minutes. Hope for Highlands total donations received in 2012 were \$74,826.01 and expenses were \$10,359. The committee got labels from Carolyn Cummins, Borough Clerk to send to residents and businesses in the downtown impacted area.



Marketing & Communications:

Co-Chaired by Carla Cefalo-Braswell, Jay Cosgrove, The Marketing committee worked to sell sponsorship, manage events, initiate new marketing incentives and expand on Destination Highlands. A summary of the 2012 activities includes the Jersey Shore Destination Marketing Organization; Monmouth County Tourism Guide, Highlands Visitor Guide, Jersey Shore Magazine, HBP Marketing/Advertising Media Buy opportunities. HBP expanded the billboards to new digital media signs on the Garden State Parkway. Enhanced Public Service Announcements with WRAT Rat Radio. Maintained and expanded sponsorship programs raising \$15,500.00. HBP was featured on Comcast Newsmakers and News 12.

Awards and Matching Grants

HBP applied for the NJ State COOP Marketing grant to promote Highlands.

The Highlands Visitor's Guide was created and enhanced in full color for a 2012/13 version that includes information on Highlands such as history, biking and hiking trails, lighthouses, event information, ferry schedule, a map and a business directory. 2012/13 Visitor Guides were distributed at all HBP events, the Great 5-Boro Race, NJ Pride, the NJ Lighthouse Challenge, County Tourism Office, Historic Twin Lights Visitor Center, the Sandy Hook Visitor Center, as well as in our local businesses and Borough Hall. HBP produced 25,000 guides for distribution during 2012.

Funding Development - Private Sector Partners - Sponsorship Development

HBP Marketing served as the primary catalyst for attracting private funding to maximize the local assessment investment. Through efforts of the Exec Committee, a corporate sponsorship track record is being maintained and expanded, that will ensure our corporate sponsors are provided value in the marketing initiatives set forth through HBP. Sponsors for 2012 include Comcast, 95.9 WRAT, Frank Rahm Landscaping, Hufnagel Tree Experts, Shore Point, T&M, Brown Forman, Seastreak and Super Foodtown.



Website www.highlandsnj.com

Maintenance and expansion of the Highlands' web site during HBP's 12th year has been continued. The Website was enhanced for more transparency. The Board's Minutes, reports, revised ordinance, new budget, events, photo albums, and revised bylaws are accessible and printable from the site. Shoregrafx created an Iframe for HBP members to use on the Nightlife page. This upgrade enables businesses to post their events and also link to their own website for free.



Visual Improvement Committee –VIC

Chaired by Nancy Thomas

This HBP Committee has a wide scope of objectives including Parking, Safety, Beautification, Capital Improvement, Maintenance and Design.

Clean Communities Program

HBP assists the clean Communities coordinator to facilitate sprucing the parks and public spaces for the spring season.

Adopt-A Bench

The Adopt-A-Bench program was created where benches are available to adopt for \$500.00 per bench, that has the option of a personalized plaque. Montecalvo Bayshore Recycling adopted 4, and the Highlands Garden Club adopted four, for a total of 8 benches purchased and placed in Veterans and Huddy Park in 2012.

Holiday Decorations - HBP provided Holiday decorations in Bay Ave containers by In the Garden and decorations for the tree lighting. A new holiday tree was leased and placed in Huddy Park.

Sign Projects Way Finding - The Way Finding Signs along Bay Avenue were revisited and expanded to allow for additional businesses to appear on the posts. Currently, Business Owners pay \$50 per sign and HBP pays for the installation. This includes re-alphabetizing annually. HBP purchased new signs and maintained existing signs for Highlands Welcome areas.

Bay Avenue Pilot Project

A contract was signed with Frank Rahm Landscaping for approximately, \$15,000 to improve the overall appearance of downtown Highlands and to improve the Bay Avenue district for the start our busy weekends.

Frank Rahm landscaping provided weekly clean up and maintenance services on Thursday or Friday in the early AM. The crew consisted of two men and all necessary equipment, supplies and materials were provided. Maintenance included the following:

- Edge and Mow new sod in Veterans Park
- Remove stickers and graffiti on all containers, signs and trash cans as needed
- Remove all trash along the area and in the flower containers
- Water planters as needed
- Blow the entire area and sweep up debris at intersections. Debris must be picked up and is not permitted down storm drains.
- Remove all weeds from curbs and sidewalks as needed
- Remove all bulk from Bay Avenue and bring to Borough yard. All items are to be noted and reported.



Highlands Business Partnership 2012 Special Events Calendar:

Highlands Business Partnership Special Events Committee

Chaired by Carla Cefalo Braswell

Destination - Highlands is the objective of the HBP events. HBP promotes Highlands as a destination for visitors partially by hosting events to showcase the community. The 2012 event calendar and marketing plan reached nearly 100,000 visitors. HBP promotes Highlands at several regional events during the year. HBP Visitor Guides, event collateral materials, complimentary

bags, marketing and promotional materials are distributed during the following regional events:

Bike New York-Great Five Boro Race – 30,000 cyclists – Ft. Wadsworth, Staten Island, NY (1st Sunday in May)

NJ Pride – Asbury Park – 10,000 - 15,000 people (1st Sunday in June) Various trade shows – materials distributed by County Tourism and Jersey Shore DMO



Saint Patrick's Day Parade March 24, 2012 was held with 10 pipe bands and local and regional floats, along with a host of local business participation. The Grand Marshal was Helen Soyka and Deputy Grand Marshal was Mary Ann Soyka and HBP raised \$3,800 from the Beef & Brew Fundraiser. There was an additional fundraiser at Andy's Shore Bar. HBP raised a total of \$4,635 and the parade expenses were \$10,251.88. The parade brings an early start to the busy spring/summer season for local restaurants and businesses.



Seaport Craft Show May 27, 2012 – was held on Memorial Day weekend with 32 specialty vendors/crafters. The event was well received by crafters and visitors alike. The event income was \$2,400 and the expenses were \$340.



Taste of Highlands June 23, 2012 – HBP partnered with the Sandy Hook Local PBA, Highlands Unit to create this new event. Taste of Highlands showcased 21 Highlands restaurant and food establishments. The event spurred positive local recognition and media attention. The event income was \$16,140 and the expenses were \$8,047.73. The money raised was allocated for Holiday decorations.



Highlands Farmers Market 2012 July – October - The 2012 season began in Huddy Park in July and continued until Saturday, October 27th the day before Sandy hit. Outside vendors were solicited for the market and there were various successes with adding vendors to the market. The event income was \$990 and the expenses were \$10.00.



Clam Festival August 2 – 5, 2012 - The Clam Festival proved to be successful and attracted nearly 26,000 visitors over a 4-day period. Efforts of over 50 volunteers, many which are local residents, were a huge asset to the success. Clam Fest had all local restaurants and 45 vendors. Live entertainment, rides, contests and games were also included. The event income was \$50,129 and the expenses were \$37,454.65.



2012 Twin Lights Ride September 30 - The Twin Lights Bike event was held in Highlands at Huddy Park Area. The event was a great success and hopes to grow each year Seastreak Ferry Company cooperated with bringing bike enthusiasts to Highlands for a multi-tour bike event. There were near 1900 bike enthusiasts visiting Highlands and sections of Monmouth County. There were 4 routes available. Many cyclists visited most businesses. Promotions with local businesses were advertised and announced. The event income was \$175 and the expenses were \$248.



Oktoberfest 2012 October 6 – HBP purchased Bavarian food from Bahrs Restaurant. There were no police reports for the 12th year. A German Band warmed the crowds with traditional German music and dancers. There were specialty vendors, lots of German beers, desserts and inflatable rides. The event attracted over 4000 visitors. The event income was \$14,573 and the expenses were \$13,355. CBS New York featured our Oktoberfest as one of the 7 Best Fall Festivals on their website.



Post-Sandy Huddy Park Concert November 11 – This event was for the residents and business owners to raise awareness and spirits. We had a cookout in the park with music. The event raised \$6,670 and was the catalyst for the Hope For Highlands program.



Post-Sandy Seastreak Concert November 25 – This event was formed by Rick Korn to raise awareness for the devastation of Highlands, and was created in two weeks time. There was live music by local bands, a food court featuring some of our local restaurants and a beer garden. The event raised \$32,550.15.



Holiday Lighting 2012 November 30 - The event features local entertainers performing holiday programs. Local residents portrayed Santa and Mrs. Claus. Tim Hill, Recreation Director and the HBP decorated the tree.



Clam Fest - August 2, 2012

Economic Development Committee

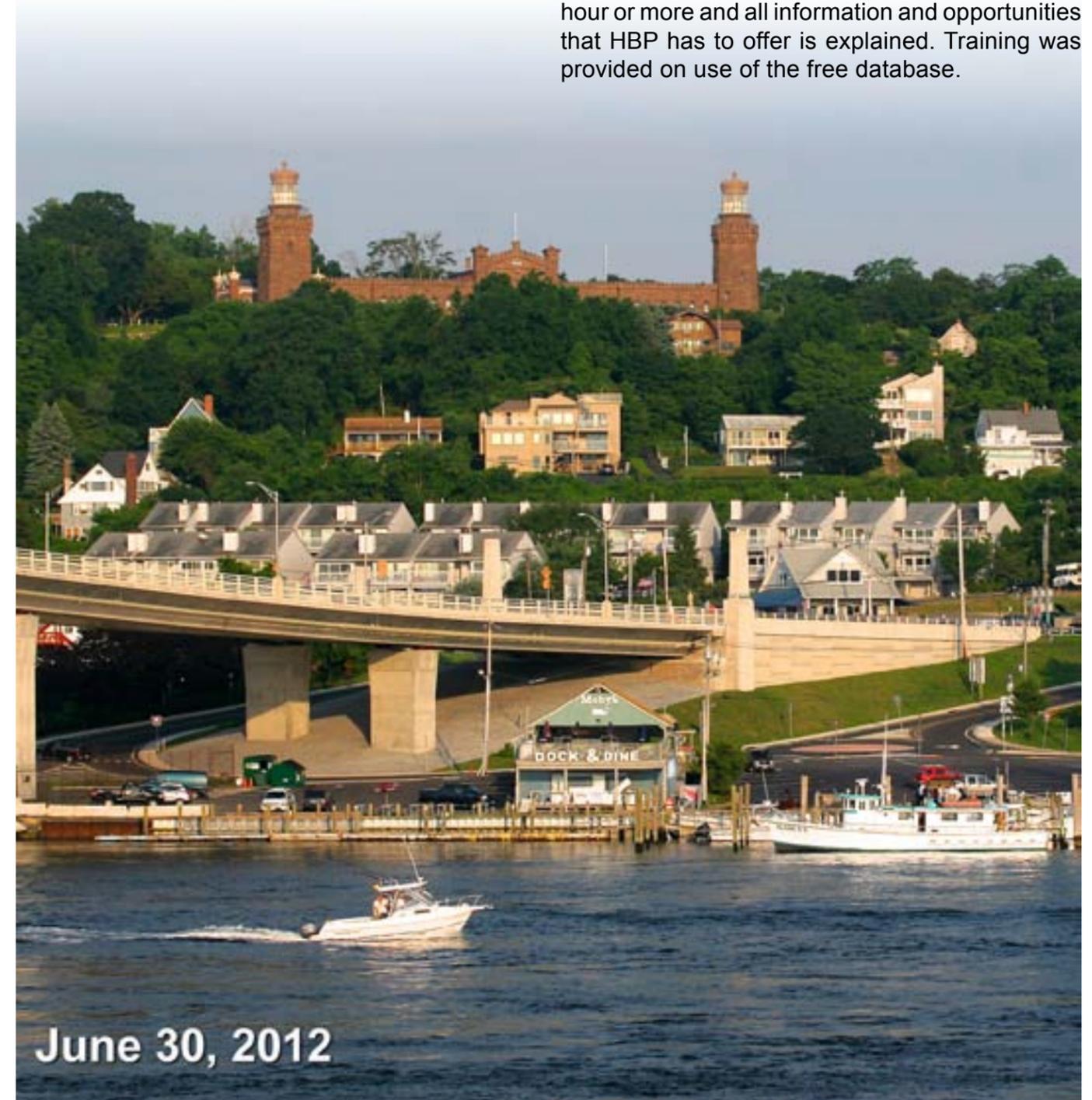
Chaired by Jim Filip / Jim Bollerman

Business Recruitment

HBP Economic Development – HBP worked with Borough liaisons for tax abatement ordinance. We supported the County's Grow Monmouth initiative by advertising our assets and promoting the relaxed zoning and tax abatement. We collaborated with potential investors to bring new business to Highlands.

Business Retention

HBP contributed to small business inquiries and provides assistance to existing businesses. HBP helped businesses with problems that impact their business. The Borough provides HBP Office with new Mercantile Licenses. HBP schedules meetings with the new business to provide the entire How To's of HBP. The meeting is usually an hour or more and all information and opportunities that HBP has to offer is explained. Training was provided on use of the free database.



June 30, 2012